

**PROCEEDINGS OF THE BROWN COUNTY
EDUCATION & RECREATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Education & Recreation Committee** was held on Monday, July 1, 2013 at the Neville Public Museum, 210 Museum Place, Wisconsin.

Present: Chair Vander Leest, Supervisor Campbell, Supervisor Hoyer, Supervisor Williams, Supervisor Van Dyck

Also Present: Kathy Pletcher, Doug Hartman, Doug Marsh, Neil Anderson, Scott Anthes, Brent Miller, Lynn Stainbrook, Rolf Johnson, Lori Denault

I. Call to Order.

The meeting was called to order by Chair Vander Leest at 5:35p.m.

II. Approve/Modify Agenda.

**Motion made by Supervisor Hoyer, seconded by Supervisor Campbell to approve. Vote taken.
MOTION CARRIED UNANIMOUSLY**

III. Approve/Modify Minutes of June 6, 2013.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Williams to approve. Vote taken.
MOTION CARRIED UNANIMOUSLY**

IV. Approve/Modify Minutes of June 6, 2013 Joint Meeting.

**Motion made by Supervisor Williams, seconded by Supervisor Hoyer to Approve. Vote taken.
MOTION CARRIED UNANIMOUSLY**

Comments from the Public None

1. Review minutes of:
 - a. Library Board (May 16, 2013).

Motion made by Supervisor Van Dyck, seconded by Supervisor Hoyer to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Communications

2. Communication from Supervisor Erickson re: No handicapped car/boat/trailer parking at the Suamico River Boat Launch. *Referred from June County Board.*

NEW Zoo Director, Neil Anderson reported that there are 2 handicapped parking spaces with an additional handicapped space for a vehicle with a trailer attached at the Suamico River Boat Launch, totaling 3 marked handicapped parking spaces. Assistant Parks Director, Doug Hartman added that there are 3 trailer park spots with 1 being handicapped and 24 car spots with 2 being handicapped. Chair Vander Leest gave the option to the group to hold this discussion for next month or to give the information to Supervisor Erickson.

Motion made by Supervisor Van Dyke, seconded by Supervisor Campbell to give the information to Supervisor Erickson and receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

3. Communication from Supervisor Vander Leest re: Create an ordinance requiring the Golf Course to create a Golf Course Maintenance Fund and a policy that splits excess revenue between 75% to the Golf Course Maintenance Fund and 25% to the General Fund. *Referred from June County Board.*

Vander Leest shared that this communication was an after discussion about the excess revenue; how to handle it in the future when it's in the positive for the general funds. He wanted to create an ordinance and see how it would be handled, rather than having it followed by the Department of Administration and public analyst.

Golf Course Superintendent Scott Anthes expressed his concerns about proper handling of the ordinances. Administration Executive Brent Miller clarified this was to change the ordinance, not to create an ordinance. Vander Leest shared a case that after all expenses, you will have the net profit—say \$100,000, assuming after operation, maintenance, capital cost and charge backs, the excess 75% would go back into a new golf course maintenance fund for upcoming capitol cost, and then the other 25% will go towards the general fund, that still has a net positive. Something has to be done to maintain those other things, after the last month's County Board meeting, it was suggested to look into this to try to find the right balance between what's the right number to contribute to the general fund, something that's not too costly to the tax payers, but will also help to get back into the net positive. Supervisor Van Dyck commented he would like to see a number established that makes sense and 100% of revenues or excess revenues should not go into that fund until that number is reached, and then splitting it whatever percentage can be determined. Putting anything back into the fund isn't wise; the funds should be built up first. Vander Leest said if the economy picks up like it has in the past, the goal can certainly be reached. Public Works Facility Manager Doug Marsh shared that although he cannot speak for the golf course grounds, the rule of thumb is that the annual rate adjustments in maintenance should be between 2% and 4% of the value for the facility. Vander Leest suggested re discussing this topic to staff and coming back with more information and other discussion about other potential capitol cost that might have to be covered over the next 5-10 years.

Motion made by Supervisor Campbell, seconded by Supervisor Van Dyck to review in September. Vote taken. MOTION CARRIED UNANIMOUSLY

NEW Zoo and Park Management

4. Parks Budget Status Financial Report for May, 2013.

Motion made by Supervisor Hoyer, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

5. Resolution re: To Approve a Consent to Easement for a Non-Exclusive Underground Electrical Line Easement Between the Wisconsin Department of Natural Resources and Wisconsin Public Service Corp.

Motion made by Supervisor Van Dyck, seconded by Supervisor Hoyer to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

6. Request to approve park areas open for hunting during the 2013 season.

Motion made by Supervisor Williams, seconded by Supervisor Van Dyck to approve. Vote taken.
MOTION CARRIED UNANIMOUSLY

7. Parks Division - Assistant Director Report.

Assistant Parks Director Doug Hartman reported the move to the UW Extension office, room 151 last week is complete, organized, and running. They are hoping the customers find it to their advantage with the move especially with the downtown parking situation. Most walk-in clients are renters for the shelters. Customers can purchase their state trail and boat launch trail passes in the clerk's office, where they would normally go to pay their taxes. They also have the option to purchase that over the phone or at the trail, upon that the passes can be mailed to them. He also shared they have education programs that tie in with the parks. To conclude with the move, Hartman said the UW Extension and Land Conservation have done so much through their inter mail that now they have to find ways to be more efficient with making runs from their remote location to the downtown building.

Motion made by Supervisor Hoyer, seconded by Supervisor Van Dyck to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

8. Zoo Budget Status Financial Report for May, 2013.

Motion made by Supervisor Williams, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

9. Budget Adjustment 13-54: Category 5: Increase in expenses with offsetting increase in revenue.

Vander Leest asked the group if they were receiving these transfers in the packet and the group confirmed they were.

Motion made by Supervisor Van Dyck, seconded by Supervisor Williams to approve. Vote taken.
MOTION CARRIED UNANIMOUSLY

10. a. Operations Report for April, 2013.
- i. Admissions, Revenue, Attendance Report.
 - ii. Gift Shop, Mayan Zoo Pass Revenue Report.
- b. NEW Zoo Education & Volunteer Programs Report.
- c. Zoo Animal Collection Report for June, 2013.
- d. Zoo Director's Report.

Motion made by Supervisor Hoyer, seconded by Supervisor Williams to suspend the rules and put items ai, aii, b, c, and d together. Vote taken. MOTION CARRIED UNANIMOUSLY

NEW Zoo Director Neil Anderson informed they are looking for contractors to replace the visitor center's roof. RFB's for the children's zoo fencing area have been sent out as well as asphalt repairs for the zoo. They are working on a project to convert part of the Barth Center building into a birthday party room. A young male pronghorn has been picked up by staff from the Minnesota Zoo. Miller asked about the penguins with malaria, and Anderson reported that their penguins are on an anti-malarial drug similar to what the Milwaukee County Zoo are doing with their penguins.

Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Golf Course

11. Budget Status Financial Report for May, 2013.

Anthes reported that they are picking up a little bit; they are trying not to purchase unnecessary things, personnel has hired half the staff they would normally hire, their mechanic quit and they are going to keep that spot open for now. Overall, June was a little better than anticipated reported by Anthes.

Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

12. Superintendent's Report.

Motion made by Supervisor Hoyer, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Library

13. Budget Status Financial Report for May, 2013

Motion made by Supervisor Van Dyck, seconded by Supervisor Williams to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

14. Director's Report.

Library Director Lynn Stainbrook reported they have raised \$25,000 of the \$35,000 goal for the Cellcom Children's Vegetable Garden, and an extra \$600 has already come in. They have put out a request for the Donald Driver Foundation. Vander Leest recommended the Dairy Business Association as potential contributors. Jamie Sellyne, an ex-Brown County worker who now works as one of their legislative directors would be a good contact person, and another recommendation given by Vander Leest was Tim Oldstrom, a farmer. Vanderleest suggested the Packer Foundation, whom focuses more on children. Stainbrook welcomed more suggestions.

Stainbrook shared a little bit about the garden project and what they've come up with as for theme names. Some she shared: The *Peter Rabbit Garden* for carrots, *Jack and the Bean Stock* for beans, *Peter Piper* Pepper plants. There have been positive publicity about the garden, although there was a negative letter to the editor last weekend, but Stainbrook isn't sure he understood what they were trying to accomplish. Regarding the No Cover Drink Policy, Stainbrook said that story was picked up fast by the Associated Press and social media. On the library's Facebook page, there was a post by a man who claimed he would never come to the library again. They learned that the man was from Tennessee, with an unlikelihood to come in anyway. Stainbrook shared the fact that the library will be 125 years old next year. Covered drinks have only been allowed in the library for 4 years. Stainbrook finished by asking the group to send any complaints, if any her way.

Stainbrook shared the library's strategic plan, which was added to the agenda. It includes the introduction, mission statement and value, children's books and programs, the "plan" and more.

Stainbrook confirmed to Vander Leest that the components will be viewed for the library to be a source for applying for jobs and resume help.

President of the Library Board Kathy Pletcher shared that at the last Library Board meeting, the group asked Stainbrook to focus on the things that would have a big impact on the community. So far she felt Stainbrook has developed a good education literacy piece and a good start on the economic piece as well. Vander Leest said that maybe in a few more weeks into the fall, they could put together a more in depth piece that highlights what the library is working on. Supervisor Williams expressed the impact that diversity has had on the community over the past 20-25 years and that it's important to cater to that as well. To add to the comment about diversity, Van Dyck shared that the Hmong community is large and very big with agriculture and gardening. Adding a garden inspired by the Hmong with a children's Hmong story could be a good idea. Pletcher and Stainbrook agreed that was a good idea and that could be worked on. Van Dyck talked about the impact that the internet has made, and if the library had some sort of filter system that can help customers decipher the internet because there is so much information on the World Wide Web, and it can be hard to find the best resources. Stainbrook expressed this plan was not in the writing yet, but the library is working on a piece very similar to help people find information. Vander Leest asked to continue this item in the September's agenda for further discussion. Vander Leest invited Stainbrook to attend the next meeting August 15 at the Brown County Fairgrounds to discuss and share more. Stainbrook shared the library does have a meeting at 5:30pm that exact day and Vander Leest suggested to Stainbrook if she could not attend, she could send someone in replace of her to share.

Provided to the group was a document titled, *Central Library Updates* (attached). Marsh shared that over the weekend the library was shut down completely. Contractors and WPS trucks were there to disconnect/ reconnect the breaker. It went very well and was completed in one day. The library opened the usually morning. Stainbrook commended those that worked on the project for being so well prepared. Stainbrook and Marsh express how tricky and dangerous the old breaker situation was. The breaker they were replacing is the first gateway of power into the building and the original. The replacement is a slightly smaller, and saves just a little more.

Marsh shared their next big project at the library; modernization of the elevator. They are finalizing the contract for a realistic date to start. He has been working out a lot of technical clarifications since May about the concept, and so far things are looking good. Next week he and Stainbrook have a phone conference with the present manager.

The next big project Marsh shared was the 1 million dollar fund they would use to upgrade lighting, fix exterior work, exit lights of building, enclosing the racks that have the data and communication data, etc. Marsh shared they are able to move forward with the Arc (Arch) Flash project. He had already contacted the Raasch Engineers and Architects. A separate fund from good folks at the library was transferred to the facility management with plans to be used for the Arc (Arch) Flash study and there's going to be an issue for a PO this week.

Motion made by Supervisor Van Dyck, seconded by Supervisor Williams to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Museum

15. Budget Status Financial Report for May, 2013.

**Motion made by Supervisor Hoyer, seconded by Supervisor Williams to receive and place on file.
Vote taken. MOTION CARRIED UNANIMOUSLY**

16. Attendance – Revenue May, 2013.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Hoyer to receive and place on file.
Vote taken. MOTION CARRIED UNANIMOUSLY**

17. Request for General Fund Transfer.

Museum Director Rolf Johnson thanked the board for reminding him emails sent to everyone become a public forum. He said he was very appreciative of the feedback he received. Johnson shared that Supervisor Tom Sieber bought up the recognition that the county is considering to support the museum and his goal of privatizing the institute which requires a plan. Johnson passed out *the Museum Planning and use of Excess Fund Balance* documents (attached) to the members and went through each plan. Johnson asked the county to seize this effort that's not to exceed \$100,000 to get this effort going, and said the required remaining funds will be raised by the foundation. Vander Leest clarified what the fund would go towards; the museum 5 year Strategic Plan, the Master Plan, Centennial Plan, and the Feasibility Plan, and along with the requested \$100,000, the foundation would contribute as well. Johnson answered that that was correct. Van Dyck expressed his concern of investing money into something that may or may not ever happen, and a decision needs to be made about the Cultural Campus before going forward. Johnson understood that concern, but added if they wanted to see the museum earn more money, bring in more people, and create a bigger impact, regardless, the permanent gallery needs to be changed and the case can be made. Van Dyck said it is close minded without any research to say that potentially relocating the concept downtown won't work. If given the choice, Van Dyck asked, would you rather have nothing or a location that may not be exactly what you have today, but who's to say what we have today is what we need. There are limited resources in this community and for people to throw up walls and say it can't, which is fine, but then we'll eliminate \$600,000 from the tax roll and get rid of it. Johnson said he prides himself in not being close minded and that he responds to data and logic to determine the physical constraints of the building. Vander Leest jumped in to say he agrees with Johnson, he doesn't think it would work functionally and there was a discussion people had with their accountants determining space would be an issue, because space, height and levels would need to be added. Johnson said all the \$50,000 gets the museum is the concept, they're not architectural design documents. The site has Art and Science; the integrated efforts are going determine what this institution serves. The museum is a public community partnership, and the private sector understands the concerns the county has, but they want to see some skin in the game. They want to know that the county is going to invest a little more into these institutions, and make some kind of commitment for capital improvement, or they will take over and privatize it. Johnson presented an article that read "*How Milwaukee Saved the Public Museum*", and emphasized it should be "*How Brown Country Saved the Public Museum*". Vander Leest shared he's had discussions with other people who want to be part of the larger exhibits, but the county has to be part of the process to get it started. The NEW Zoo brings in a lot of money, and he thinks the museum can accomplish the same if they get involvement from the County level.

Supervisor Campbell requested for this topic to be held for one more month for further discussion. Vand Dyck asked if the \$60,000 is spent at the end of the day, what the expectations

would be. There are mixed messages sent to the private enterprises/ industries and individuals- what are the county level supports? He offered the analogy that if the county did offer the \$60,000 to produce the book, and the book said what is needed to redo the exhibit is 4 million dollars, what are the next expectations. If the decision is made to not support the millions to redo the exhibit, then why spend the \$60,000 to produce this book. Vand Dyck said he wanted to be reassured that if they spend the \$60,000 on a book, that it will create a document that can be executed; otherwise it's a waste of \$60,000. Van Dyck commended Johnson on his enthusiasm on saving the museum, but shared that he read an article that Milwaukee's Museum is still in trouble and quite haven't figured it out yet. It's a big leap to want to take this project private, but hit the taxpayers with the \$60,000.

Vander Leest explained the privatization crossing paths. There will always be a baseline support from the county, but this would allow the museum to still do private fundraising. Johnson emphasized that the museum is not a private amenity, that they are a public utility. Vander Leest added that he supports the direction talked about; their opportunity for fund raising can be greater because they can leverage the foundation. Johnson shared his passion to turn the museum around, and Vander Leest added that this should have been turned around years ago, and it really needed to be changed; there is over a million dollars in levy per person that comes through the door, and there is almost a \$30 charge based on attendance. There needs to be a change, the museum needs to be moved towards privatization, the levy needs to be reduced to 1.1 million to 600,000 in the next five years to have a little invested in where Johnson wants to go with the museum. Vander Leest said he supports the resolution to bring it to August.

Supervisor Williams commented on the Draft Budget Narrative that Johnson handed out (attached), he said each item ties in, but each item is so minimal. Johnson said his idea was more of a strategic bundling to leverage the Centennial, and bundling gives flexibility, and again the whole thing is not to exceed \$100,000. Williams asked for clarification how the Strategic Plan and the Feasibility Plan (museum ship) tie in together. Johnson talked to consultants from the Historic Ship Association and said it would take less money to update the Feasibility. The Strategic is starting from something that's... almost a joke, into something approaching staffing, business models, examples of all the stuff. They're different, but all related. Van Dyck said he supports the \$10,000 for the Feasibility plan, and for the rest, he says not that he doesn't support it, but he would like to see Johnson put it in his 2014 budget. It's easy to take money out of the general fund, but watch when money's taken out numerous times, there's not going to be any left in the general fund. Supervisor Hoyer gestured to go ahead and make the resolution to draft the items. Vander Leest shared he had been on the committee over 10 years, and there's been issues with that have come forward with the museum, and finally there's a plan that's working on it. The Exhibit Master Plan has been talked about many years ago, so has the Centennial plan... the museum didn't have a director that bought any of these things forward in the past, and then recently the museum ship. Vander Leest said if it's possible to get it to a model where the tax levy is reduced, and increasing private participation. Campbell viewed this idea as "way overboard", and Vander Leest disagreed, because some of this stuff has been done in other museums and there are private donors that will give money to the museum. Johnson said one of the foundations is helping him put together something to help identify and approach people who have cache, profit, and can help with the non-profit foundation. Johnson expressed his 35 years in the business and openly asked the group to better articulate as to what they think should be done to turn the museum around. William asked how the dollar amounts were established. Johnson answered he has detailed information about how those were determined, plans he's put together or led, or from interested partners, this isn't to finish, but to begin the process. Vander Leest reiterated the museum has been in the

same position for many years and it needs to change. There's an opportunity with the Centennial and other exhibit plans. \$100,000 will be leveraged for potentially 3-4 billion dollars in private money. It can't happen now because there needs to be a planning, resources, money, and help. The county is not going to be involved and do it on their own. Vander Leest added he supports it and said it needs to get going, it's been 8 years long enough. Hoyer said the county has these facilities that do require some of these funds, so he is comfortable supporting this as well. Vander Leest said he views these as investments, not as partnering to get things done. Van Dyck said he found it ironic that the board has chosen over the last 5-6 years to cut the museum budget by hundreds and hundreds of dollars, and now the board is thinking about supporting the museum. In reality if the money had been in locked in the last 8 years there would be plenty to spend. Vander Leest shared that the previous director was not at this certain caliber and the museum was "dying".

Johnson expressed his appreciation for the boards time. Vander Leest and Williams clarified the what they are looking for is a motion for the next meeting for approval of the resolution supporting \$100,000 from the general fund for items #1-4 of the Draft Budget. Adding the Admin Committee was discussed; their next meeting is the 25 of July, and the Ed & Rec is on the August 15 and the County Board meeting is August 21.

Motion made by Supervisor Williams, seconded by Supervisor Hoyer to draft a resolution to send to Administration Committee for \$100,000 transfer from general fund for appropriate access fund balance for production of Strategic, Interpretive Master, Centennial, and Feasibility plan . Vote taken. MOTION CARRIED 3/2 ayes: Supervisor Williams, Hoyer, Vander Leest nays: Supervisor Campbell, Van Dyck

18. Director's Report.

Johnson shared the arcade games opened up on Friday, the Cultural Campus did not meet last month but are analyzing things, and Governing Board has a high priority to put in this resolution for planning. Johnson provided the current *MusePaper* (attached). The foundation is raising money for these exhibits and is maturing as a non-profit. Johnson concluded that it is a challenging time, and hopes the group wishes him luck regardless, and feels that group would like to see the museum succeed.

Motion made by Supervisor Van Dyck, seconded by Supervisor Hoyer to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Resch Centre/Arena/Shopko Hall

19. Complex Attendance for the Brown County Veterans Memorial Complex.

Motion made by Supervisor Hoyer, seconded by Supervisor Williams to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Other

20. Audit of bills.

Motion made by Supervisor Van Dyck, seconded by Supervisor Williams to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

21. Such other matters as authorized by law.

Vander Leest said they will be at the Fairgrounds for the next meeting. They haven't gone there in a few years and they would like to see what they are providing and what they are doing. The meeting is August 15. The agenda for this meeting will be kept lighter, because everything needs to be turned around the next day. The museums resolution probably needs to be done before this meeting, a special meeting probably needs to be made with the Admin Committee before their meeting this month on 25. He stressed he didn't want things to be tight. Otherwise, if the Admin Committee can approve it on their meeting this month on the 25th, followed by the Ed & Rec Committee meeting on August 15 approving for the general funds, it should be okay as long as it gives the County Board staff enough time to get everything out the door the next day, Friday, August 16th. The next meeting will typically meet at the Fairgrounds at 5:15 – 5:30pm with a tour after, and try to keep the meeting to one hour. Regular meeting will be held in September.

**Motion made by Supervisor Williams, seconded by Supervisor Hoyer to approve. Vote taken.
MOTION CARRIED UNANIMOUSLY**

22. Adjourn.

Motion made by Supervisor Williams, seconded by Supervisor Hoyer to adjourn at 7:28pm. Vote taken. MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Blair Xiong
Recording Secretary

Ed & Rec Committee

Monday, July 1, 2013

CENTRAL LIBRARY PROJECTS UPDATE

Elevator Modernizations

Approvals: Have PD&T and County Board approvals
Budget: \$648,000
Low bid: \$323,450
Scope: Replace controllers, power units, door operation, signal fixtures and hydraulic cylinders
Contractor: Schindler Elevator
Status: **Finalizing contract and start date with Schindler.**

Main Disconnect Switchgear Replacement

Approvals: Have PD&T and County Board approvals and signed contract
Budget: \$50,000
Low bid: \$46,561
Scope: Replace original main disconnect switchgear
Contractor: Stiegler Electric, Green Bay
Status: **Completed June 29/30.** Raasch electrical engineer has been contacted to schedule punch list walk-thru and final site visit.

Rooftop Condenser & Disconnect Replacement

Approvals: Have PD&T and County Board approvals and signed contract
Budget: \$15,200
Low bid: \$22,215
Scope: Replace existing rooftop condenser and disconnect switch for third floor HVAC
Contractor: Idealair Heating & Cooling, DePere
Status: **Complete as of May 2, 2013.**

Arch Flash Study

Approvals: PD&T and County Board approvals not required
Budget: \$26,000
Low bid: \$8,750
Scope: Inspect electrical equipment for condition, function and arch flash potential
Contractor: Raasch Engineers & Architects, Green Bay
Status: **Ready to schedule Raasch to begin the arch flash study.**

Central Library – Next Projects:

Bond Funding

- Stairwell exit lighting upgrade *(PO issued)*
- Exterior emergency lighting installation *(PO issued)*
- Interior emergency lighting upgrade
- Data/Communications IDF enclosures

Non-bond Funding

- Arch flash study *(PO to be issued)*
- Transfer switch installation
- Garage exhaust and make-up air installation
- MHC cooling tower relocation to Central Library roof

**Neville Public Museum of Brown County
Attendance 5-Year Span
(2009-2013)**

	2009		2010		2011		2012		2013	
	Attendance	Admission Revenue	Attendance	Admission Revenue	Attendance	Admission Revenue	Attendance	Admission Revenue	Attendance	Admission Revenue
January	5,101	\$7,902	3,624	\$6,722	3,377	\$6,539	3,261	\$6,957	3,241	\$ 9,883
February	4,258	\$4,903	6,096	\$6,401	4,895	\$6,710	4,274	\$7,737	1,876	\$ 4,473
March	5,736	\$7,153	6,713	\$7,061	5,123	\$11,049	5,418	\$10,609	4,798	\$ 10,365
April	5,704	\$5,183	5,324	\$4,562	6,202	\$12,456	5,271	\$9,653	4,306	\$ 6,094
May	4,368	\$5,555	3,627	\$4,119	3,415	\$6,543	3,459	\$4,447	4,085	\$ 6,468
June	6,484	\$7,935	5,920	\$7,081	4,934	\$9,387	3,901	\$7,494	5,328	\$ 11,264
July	7,156	\$7,622	8,201	\$9,335	4,246	\$9,069	3,968	\$9,742		
August	4,720	\$8,688	5,157	\$9,250	3,200	\$6,731	3,675	\$8,937		
September	3,805	\$3,155	3,467	\$3,612	4,459	\$7,879	2,177	\$3,142		
October	5,005	\$4,506	5,017	\$4,236	7,301	\$13,691	2,600	\$4,580		
November	5,194	\$5,352	4,189	\$4,810	4,852	\$7,058	2,646	\$6,825		
December	6,644	\$12,206	7,373	\$12,929	7,257	\$17,142	7,658	\$23,275		
TOTALS	64,175	\$80,160	64,708	\$80,118	59,261	\$114,254	48,308	\$103,398	23,634	\$48,547

*At the request of the Director, beginning March 2013, NPM facility rental attendees will be included in the monthly attendance totals.

15

Planning Budget Narrative: Neville Public Museum General Fund Request

As directed by members of the Brown County Ed & Rec Committee, the following information is intended to provide answers to budget-related questions for a proposed August, 2013 Resolution *to appropriate excess fund balance for the production of interconnected strategic, interpretive exhibit master and centennial plans for the Neville Public Museum.*

Definitions of plans (NOTE: examples of all these types of plans will be provided)**Strategic Plans:**

A strategic plan is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. In order to determine the direction of the organization, it is necessary to understand its current position and the possible avenues through which it can pursue a particular course of action. Generally, strategic planning deals with an institution's key questions related to mission fulfillment and mission support.

Interpretive Master Plans (a.k.a. Exhibit Master Plan):

An interpretive master plan challenges a museum to take stock of its site, tease out the important elements and messages, and determine which communication strategies are best suited for achieving interpretive goals. Linked to an exhibit master plan, an interpretive master plan forges a stronger connection between visitors and the museum. An exhibit master plan lays out the overall "story" of an exhibit along with defining the "big idea," "take-home messages," instructional goals and objectives and interpretive techniques and strategies. In the case of the NPM, the interpretive exhibit master plan will be developed in order to completely re-do the museum's permanent gallery, which opened in 1983 and hasn't changed since.

Centennial Plan:

This plan will be unique to the Neville Museum and is intended to lay out the scope of activities being leveraged by this milestone in the Neville's history. This includes planning for events, exhibits, public programs, a centennial book and documentary, and a capital campaign.

Ship Feasibility Plan - Update:

The renewed interest in obtaining a museum ship for the museum and the community requires a thorough review and updating of the earlier feasibility plans that were produced during earlier efforts to acquire a ship. This includes not only reworking the business plan associated with maintaining a ship, but also developing initial interpretive strategies and programming concepts targeted toward both local audiences and the tourist market.

Draft Budget Narrative

Item	Description of Activity	Product	Amount
#1	<p>Production of a revised five year strategic plan, covering the years 2014 – 2018. This plan must include a governance and business model analysis with a comp study of other museums, final recommendations and associated branding study.</p> <p>Funds will be used to hire consultants and technical services and pay for travel and direct costs related to data collection and analysis.</p>	A new strategic plan with sections including, but not limited to associated governance recommendations and model, business plan, staffing plan, collections plan, program plan and exhibition plan. This plan will be used for fundraising (> \$1 million)	\$25,000
#2	<p>Phase I activities for an Exhibit Master Plan and Interpretive Master Plan.</p> <p>Funds will be used to pay for design and consulting services, travel and report production.</p>	An illustrated Phase I Master Exhibit and Interpretive document that will be used for both design development and fundraising (>\$2 million) and development purposes.	\$60,000
#3	<p>Centennial and related capital planning related to proposed vents,</p> <p>Funds will be used to pay for consulting services, direct costs for meetings of the centennial committee (now being formed), project development and implementation tasks and timetables.</p>	A defined action plan with both quantitative and qualitative measures for implementing a successful centennial campaign, as well as for use in fundraising (> \$ 250,000).	\$5,000
#4	<p>Feasibility study and associated business plan for possible acquisition of a museum ship as part of a master plan for our waterfront museum.</p> <p>Funds will be used to pay for HNSA membership, consultants and travel</p>	An updated museum ship feasibility report, including but not limited to a business plan, interpretive plan and maintenance plan. This plan will be used for subsequent fundraising, if warranted. (t.b.d.)	\$10,000
TOTAL 2013 REQUEST NOT TO EXCEED			\$100,000

Timeline:

All work to commence as soon as funds are available. Given the nature of each plan's scope and requirements, completions will be staggered over the next 3-12 months.

From: Grant Alert <grantalert@grantwriters.net>
Sent: Tuesday, June 18, 2013 2:46 PM
To: Johnson_RE
Subject: GRANT SIREN: America's Historical and Cultural Organizations: Planning & Implementation Grants

America's Historical and Cultural Organizations: Planning & Implementation Grants

Available amount: Up to \$1,000,000



If your organization is interested in this incredible funding opportunity, please contact Resource Associates today — we'll write the grant for you and greatly improve your chances of winning it!

505-326-4245 | grantalert@grantwriters.net | www.grantwriters.net

GRANT NAME:

America's Historical and Cultural Organizations: Planning & Implementation Grants

DEADLINE:

August 14, 2013

AVAILABLE:

Planning Grants: \$40,000 - \$75,000; and Implementation Grants: up to \$1,000,000 over a period of up to 3 years

NUMBER OF AWARDS:

Planning Grants: Approximately 7; and Implementation Grants: Approximately 9

Link to RFP:

<http://www.neh.gov/grants/ahco>

FUNDING USES:

The National Endowment for the Humanities America's Historical and Cultural Organizations grants provide support for museums, libraries, historic places, and other organizations that produce public programs in the humanities. Grants support the following formats: exhibitions at museums, libraries, and other venues; interpretations of historic places, sites, or regions; book/film discussion programs; living history presentations; and other face-to-face programs at libraries, community centers, and other public venues; and interpretive websites. Planning grants support the early stages of project development, including consultation with scholars, refinement of humanities themes, preliminary design, and audience evaluation. Implementation grants support final scholarly research and consultation, design development, production, and installation of a project for presentation to the public.

GENERAL ELIGIBILITY REQUIREMENTS:

U.S. nonprofit organizations; state and local government agencies; and Indian tribal governments



The MUSEPAPER

The Neville Public Museum
Of Brown County
Summer 2013

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The Golden Age of Video Arcade Games from the Collection of Bradley Czech

May 25, 2013—September 2, 2013

Welcome to *The Golden Age of Video Arcade Games from the Collection of Bradley Czech*, an exhibit featuring over 80 classic arcade games from the late 1970's and early 1980's. You will see titles like Pac-Man, Frogger, Q*Bert, TRON, and have an opportunity to play twelve of these classic games.

At its peak the arcade phenomenon was a multi-billion dollar industry and influenced everything from lunchboxes to television shows, to popular music. As home gaming systems were developed arcades lost their popularity and the games in them all but disappeared...until now.

Collector Bradley Czech, a local radio personality on 101.1 WIXX, has a collection of over 200 games-many of which are restored to their original glory. Bradley wanted to give people an opportunity to relive some of their arcade-era memories through this exhibit.

The sights and sounds of The Golden Age of Video Arcade Games will surely take you on a trip back in time as you discover the art, history, and science of your favorite arcade games.



Sponsored by:



Byron L. Walter
Family Trust



Thanks also to the David R. Charles Sr. Family Foundation, Inc., the Lux Foundation, Dr. Richard and Ellen Horak, the Norman L. Jensen Trust, the Kaap Charitable Trust, Pomp's Tire Service, K.C. Stock Foundation and the Neville Art Guild for their support.

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From the Director: Rolf Johnson

Let the games begin! Its summertime in northeast Wisconsin, the grills have been brought out, the kids are on vacation and the cold memories of winter are fading fast. Here at the Neville, we're making the transition from winter and spring programs and exhibits to the summer season, when more tourists come through the door, and vacation time means seeing the sites in our own backyard as well as those in more exotic locales.



As you'll see in this issue of the MusePaper, we have an electrifying summer in-store for our members and visitors. From the "Golden Age of Video Arcade Games" exhibit to the return of the Bay Lake Bank Tall Ship Festival (which this year will feature more maritime heritage programming at the museum as we re-embrace our river-front home) to a collaborative exhibit with the Oneida Nation on the history and cultural significance of the game of Lacrosse, "The Sacred Stick." Its exhibits and events like these that make a day at the museum the embodiment of "edutainment," where fun and learning go hand-in-hand.

If you've visited us in the last few months, you'll also see a recent addition to the museum's lobby: our brand new, digital Welcome Center and donor acknowledgement kiosk, made possible by a generous grant from the Cloud Family Foundation. This interactive kiosk not only allows us to tell visitors a little bit more about their museum, it also allows us to acknowledge those many contributors – individuals, families, businesses and foundations – that support our work and allow us to fulfill our mission as the largest and oldest museum in our region.

In preparation for the lobby-upgrade work, we've temporarily taken down the bronze plaque that has the names of those responsible for making our current building along the banks of the Fox River possible. In looking at the many names – familiar and unfamiliar – on this plaque, I am reminded that the work we're doing today is an important continuation of the vision held by these earlier generations of community leaders for "their museum." Both humbling and energizing at the same time, it's legacies like this that inform our efforts today, even as we work toward transforming the Neville into a museum of the 21st century that is as much a community anchor as it is an attraction. By the way, our plan is to mount this bronze plaque on the exterior of the building as a reminder to us all: the work we do today will have a positive impact on our community for years to come. Now that's exciting!

Rolf "Wisconsin" Johnson

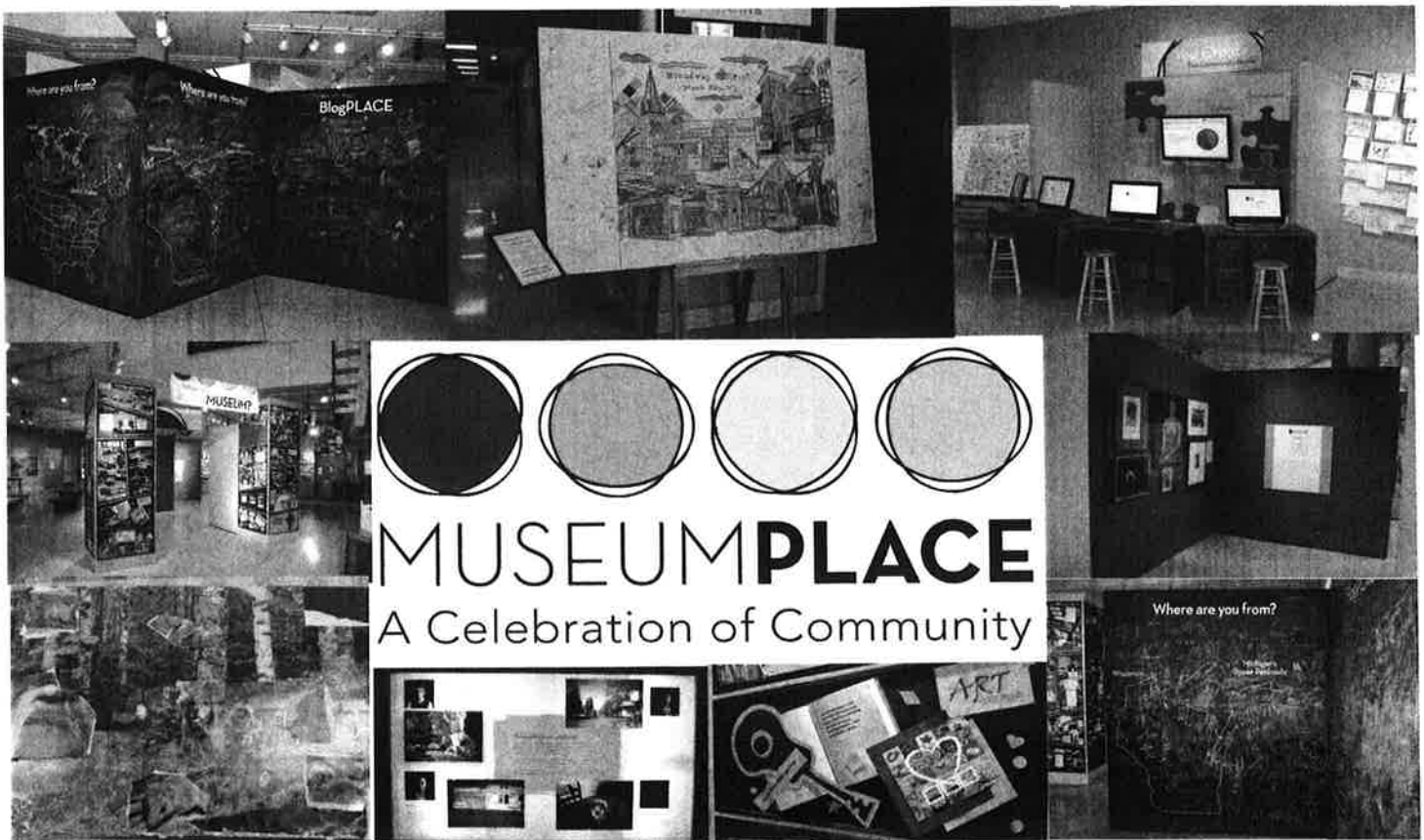


Current Exhibits

MuseumPLACE: A Celebration of Community Through 2013

MuseumPLACE is more than an exhibit; it's a hands-on, participatory experience about the community we call home. *MuseumPLACE* features a series of thematically-linked, interactive stations and immersive environments designed to engage visitors in activities, challenges and storytelling, while collecting visitor responses to "big idea" questions about our museum's – and our community's - future.

With features like 'What is a Museum? 100 Years of Art, History, and Science,' The Community Square,' 'Exploring the River and the Bay?,' and 'The Community Square,' *MuseumPLACE* is a perfect way for people of all ages to explore the richness of the community they call home.





News

The Baylake Bank Tall Ships Festival

The Baylake Bank Tall Ship Festival is for everyone!

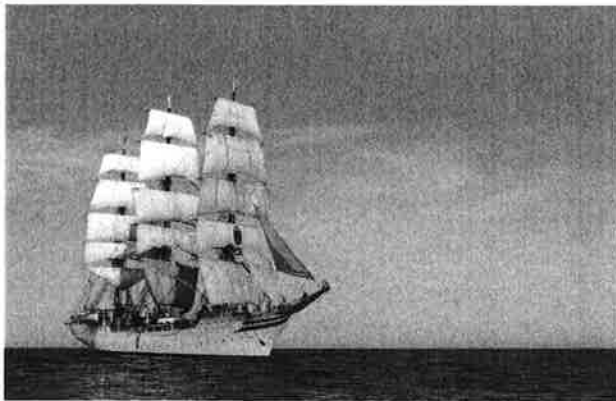
Green Bay is celebrating the return of the Baylake Bank Tall Ship Festival*, once again expected to be one of the largest outdoor events in Northeast Wisconsin. Green Bay is one of only six American cities selected to host the TALL SHIPS CHALLENGE* Great Lakes 2013.



This three-day maritime festival features ship tours and day-sail excursions on nine tall ships. You'll love the food, entertainment, and interactive family activities. It's a fun summer weekend on the waterfront!

Educational Programming: Learn about the rich history behind each ship, life on board, what it takes to be a crew member, and the intricate ecosystem of the Great Lakes.

Family Activities: Participate in interactive games, make your own unique art project, dig for buried treasure, and dance to the music of the shanty men.



Vendor Fair: Stroll through the assortment of vendors and see what hidden gems await you!

Food Court: Enjoy a vast variety of food & beverage items while resting in the shade under a picnic tent by the river.

August 16-18 from 9am-5pm

Admission to the festival \$12, Kids 5-12 and Seniors 62+ \$10

For more information and tickets visit www.tallshipgreenbay.com

LIMITED TIME ONLY: Save \$2 on advance tickets at all participating Festival Foods.



Upcoming Exhibit Schedule

Open Now	A Selection of Watercolors from the Museum's Permanent Collection
Opening June 29	Native American Games: the History of Lacrosse
Opening Sept. 14	The 69th Art Annual
Opening Sept. 28	War of 1812
Opening Nov. 29	Holiday Memories: Prange's Christmas Windows
Permanent Exhibit/Program Areas <ul style="list-style-type: none"> • <i>On the Edge of the Inland Sea</i> • <i>Hometown Advantage: The Community and the Packers</i> • <i>Discovery Room</i> 	

Welcome New Members!

Individual: Monica Hoff, Carla Cain, Linda Rauscher, Paul Wikgren, Karl Johansson, Sandra Berg, Linda Kropp, Thomas Kelly, Renee Delacruz, Stephen Perkins, Kathryn VerKuilen

Dual: Lee & Louise Hansen, Jenny Seim, Rob Wallace, Destiny Williquette & Ryan Scheibe, Alnilda Albizu & Randall Van, Tom Atwell & Stefania Iannone, Gena Selby & Robert Haglund, Isabel & Robert Haberkorn, Charles & Kathleen Riley, Leon & Sue Engler, Matthew & Lori Duquaine, Richard & Barbara LaPlant, Cheryl & Steve Kubacki, Carolyn & Gerald Krienke, Denean & Mark Smith, Jim & Anita LeClair, Linda Quigley, Marty & Glenn Gerber

Family: Shannon & Kristopher McCall, Alissa Lapp, William Hitch, Shari Peggs, Mike DuBois & Misty Oremus, Dan & Tricia Jackson, Jennifer & Ross Peebles, Brian & Jill Kerhin, Billie & Luke Kotecki, Soctt Tebon & Jenny Harland, Robert & Mary Rader, Jay VanZeeland, Julie & Doug Burich, Adrian & Nan Bennett, Monica & Michael Sperl, Jim & Pam Lunde, Biran & Sheila Teddy, Donna Bultman, Jesse & Kristen Throne, Doug & Cecilia Bishop, Sarah & Mark Johnson, Marie & Eric Rupp, Seth & Amy DeMerritt, Amy & Stu Butzen, Stephen & Jenny Komp, Linda & Scott Dolgner, Bill Gruhlke, J. Paul & Linda Snell, Jeanene Kruszynski, Mark Nelsen, Thomas & Sylvia McElroy, Deborah & Mike Hoeft, Stephen & Debra Kientop

Pioneer: Dennis Jacobs, Thomas & Joan Olson, Alexander Renard

Explorer: Monica Knutson, James Dockendorff

Join us on July 4th during Fire Over the Fox for fun for the entire family!

Stay tuned for details on our website at
www.nevillepublicmuseum.org



Odds and Ends

New Welcome Center

Sponsored by the Cloud Family Foundation, Inc.

The Neville Public Museum of Brown County is excited to announce our new Welcome Center and interactive kiosk, sponsored by the Cloud Family Foundation, Inc!

This innovative kiosk features the latest digital technology and multimedia platform. It is designed to be fun and engaging and will mean that the Neville Public Museum will have a way to engage and inform visitors as well as recognize donors.

The Cloud Family Foundation was started by Walter Cloud, through his company, U.S. Paper Mills Corporation. Every year, a portion of the company's profits were put into the foundation. Mr. Cloud knew the paper industry would have its ups and downs, but he wanted to provide a steady stream of funding to the community even when business times were hard. He was able to do this through the U.S. Paper Mills Foundation. The foundation has had a few names over the years, but today it is known today as "The Cloud Family Foundation." Walter Cloud, his U.S. Paper family, and the Cloud family have always been committed to making our community stronger.



Thank you Cloud Family Foundation, Inc.!

Neville Museum Video Contest Winners Announced!

Contestants were asked to create a 90 second video highlighting their town or the Neville Museum. Entries from the Youth age group were eligible for a \$200 Honorable Mention prize or a \$350 First Place prize. Entries from the Adult age group were eligible for a \$350 Honorable Mention prize or a \$600 First Place prize. Winners were announced at the Neville Public Museum/Kiwanis Club of Green Bay-Downtown Video Contest Awards on May 16, 2013.



THE NEVILLE
PUBLIC MUSEUM
VIDEO CONTEST

-Winning 1st Place in the 'My Neville-Youth' category were Adam and Emily Bliss. The Honorable Mention prize in the 'My Neville-Youth' category was awarded to Cody Pautz.

-The 1st Place winner in the 'My Town-Youth' category was Kip Enneper with his touching tribute to Brillion, WI. The Honorable Mention prize in the 'My Town-Youth' category was awarded to a group from Pulaski consisting of Hayden DeCleene, Justin Przybylski, and Daryn Reinhard.

-Winning 1st Place in the 'My Neville-Adult' category was Craig Knitt. Honorable Mention in this category was awarded to Matthew Honzik.

-The First Place winner in the 'My Town-Adult' category was Alex Yu with his video highlighting beautiful photographs of the Green Bay area. Honorable Mention in the 'My Town-Adult' category was awarded to Todd Mitchler.

The finalists' videos are available for viewing at www.youtube.com/nevillemuseum.

Thank you to Bill Buerschinger for sponsoring the contest and the Kiwanis Club of Green Bay Downtown!



Calendar of Events

June

- 25 Kids Day 2013: Video Arcade Games
- 29 Cub Scouts Video Game Badge Day

July

- 10 Natural History Lecture Series: Sturgeon Moon
- 13 Wreck-It Ralph Saturday
- 24 Geology Club Monthly Meeting

August

- 14 Natural History Lecture Series: Wildlife of Burkina Faso
- 14 Astronomical Society Monthly Meeting
- 28 Geology Club Monthly Meeting



Wreck-It Ralph
Saturday
July 13, 2013

Staff Directory & Contact Information

Museum Main Phone, (920) 448-4460

Admissions Desk/Security, (920) 448-7842

Gift Shop, (920) 448-4462

Tammy Ayotte, Clerk/Typist, (920) 448-7840
 ayotte_tm@co.brown.wi.us

Mauree Childress, Dir. of Dev. & Marketing, NPM Foundation
 (920) 448-7850, childress_mr@co.brown.wi.us

Maggie Dernehl, Exhibit Technician, (920) 448-7854
 dernehl_mm@co.brown.wi.us

Rolf Johnson, Director, (920) 448-7843
 johnson_re@co.brown.wi.us

Larry La Malfa, AV Technician, (920) 448-7852
 lamalfa_lj@co.brown.wi.us

Jessica Day, Guest Services Coordinator, (920) 448-7872
 day_jl@co.brown.wi.us

Rachel Patterson, Communications Coordinator, NPM Foundation
 (920) 448-7874, Patterson_RL@co.brown.wi.us

Louise Pfotenhauer, Curator of Collections, (920) 448-7845
 pfotenhauer_lc@co.brown.wi.us

Kathy Rosera, Office Manager, Neville Public Museum Foundation
 (920) 448-7847, rosera_kh@co.brown.wi.us

Marilyn Stasiak, Curator of Art, (920) 448-7846
 stasiak_mf@co.brown.wi.us

Matt Welter, Curator of Education, (920) 448-7851
 welter_mt@co.brown.wi.us

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The MUSEPAPER

Museum Hours:

Monday, Tuesday, Thursday, Friday, Saturday

9 a.m. - 5 p.m.

Wednesday

9 a.m. - 8 p.m.

Sunday

12 p.m. - 5 p.m.

Admission:

Neville members: FREE

Adults: \$5

Children (6 -15 years): \$3

Children (5 and under): Free

Our Wish List:

Can you help us with any of these items?

For more info, please call (920) 448-7847.

2 liter bottles of diet coke

Mentos mints (10 packages)

Hobby Lobby gift cards

Oriental Trading gift cards

Piggly Wiggly gift cards

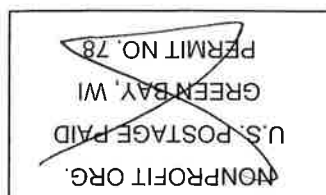
Bingo Daubers

Stickers/tattoos of classic arcade games

Free admission Wednesday evenings with proof of
Brown County residency: 5 p.m. - 8 p.m.



www.nevillepublicmuseum.org



Green Bay WI 54305-0325

PO Box 325

Neville Public Museum Foundation



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